

A man in a denim jacket is shown in profile, looking upwards with an open mouth, holding a large red and white striped popcorn bucket. He is in a cinema setting with other people in the background, some also holding popcorn. The scene is dimly lit, typical of a movie theater.

# ADVERTISER SHOWCASE

# ON-SCREEN ADVERTISING

## SPECIAL EVENT



### Dubai Holding - UAE National Day

**Campaign Duration:** 27/11/2018 – 03/12/2018

**Commercial Duration:** 60 Sec.

**Cinema Locations:** VOX Cinemas (Mercato, City Centre Mirdif and Yas Mall), Reel Cinemas (The Dubai Mall) and Roxy Cinemas (City Walk)

## AIRLINE



### Etihad Airways

**Campaign Duration:** 29/11/2018 – 26/12/2018

**Commercial Duration:** 60 Sec.

**Cinema Locations:** Oscar Cinema (Barari Outlet Mall), Cine Royal Cinema (Dalma Mall), Reel Cinemas (The Dubai Mall), Roxy Cinemas (City Walk and The Beach JBR) and VOX Cinemas (City Centre Mirdif, Mall of the Emirates, Nation Towers, Yas Mall and Riyadh Park Mall)

## LUXURY



### Rolex

**Campaign Duration:** 08/03/2018 - 04/04/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** Roxy Cinemas (City Walk and The Beach JBR), Reel Cinemas (The Dubai Mall and Dubai Marina Mall) and VOX Cinemas (Marina Mall, Mall of the Emirates, Nation Towers and Yas Mall)

## LEISURE



### National Museum

**Campaign Duration:** Follow a Movie (*Mission Impossible: Fallout*)

**Commercial Duration:** 35 Sec.

**Cinema Locations:** VOX Cinemas (City Centre Qurum)

# GOVERNMENT



## Ministry of Health

**Campaign Duration:** 31/05/2018 – 27/06/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (Doha Festival City)

\*This campaign included screenings of 5 additional advertisements

# FURNITURE



## IKEA

**Campaign Duration:** 21/09/2018 – 18/10/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (Riyadh Park Mall)

\*This campaign included screenings of 1 additional advertisement

# HOSPITAL



## Dubai London Clinic

**Campaign Duration:** 07/06/2018 - 20/06/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (Mall of the Emirates)

# RESTAURANTS



## Doors Freestyle Grill

**Campaign Duration:** 29/11/2018 - 12/12/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** Roxy Cinemas (City Walk) and VOX Cinemas (Outdoor at Galleria)



## McDonald's Craving

**Campaign Duration:** 08/03/2018 - 28/03/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (City Centre Ajman, City Centre Deira, City Centre Mirdif, Mall of the Emirates, Marina Mall and Yas Mall) and Reel Cinemas (The Dubai Mall)



## The Cheesecake Factory

**Campaign Duration:** 04/03/2018 - 17/03/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (Doha Festival City)

# BANKS



## Doha Bank

**Campaign Duration:** 29/03/2018 – 25/04/2018

**Commercial Duration:** 15 Sec.

**Cinema Locations:** VOX Cinemas (Doha Festival City)



## Saudi British Bank

**Campaign Duration:** 18/10/2018 – 14/11/2018

**Commercial Duration:** 35 Sec.

**Cinema Locations:** VOX Cinemas (Riyadh Park Mall)

\*This campaign included screenings of 3 additional advertisements

# TELECOMMUNICATION



## Ooredoo Joy

**Campaign Duration:** 15/03/2018 – 23/05/2018

**Commercial Duration:** 35 Sec.

**Cinema Locations:** VOX Cinemas (City Centre Muscat, City Centre Qurum, Shatti, Ruwi, MGM, Azaiba, Panorama, Sohar Plaza, Sur, Salalah and Buraimi)



## Vodafone

**Campaign Duration:** 30/08/2018 - 03/10/2018

**Commercial Duration:** 45 Sec.

**Cinema Locations:** VOX Cinemas (Doha Festival City)

\*This campaign included screenings of 1 additional advertisement

# MOBILE



## Huawei Nova 3

**Campaign Duration:** 15/08/2018 – 21/08/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (Mall of Egypt and City Centre Alexandria)



## Apple iPhone X

**Campaign Duration:** 07/6/2018 - 20/06/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** Reel Cinemas (The Dubai Mall)



# HOTELS



## Salalah Rotana

**Campaign Duration:** 26/07/2018 - 22/08/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (Azaiba and Shatti)



## Double Tree by Hilton

### 1<sup>st</sup> Burst

**Campaign Duration:** 12/04/2018 – 16/05/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** Cinemacity (Arabian Centre), Oscar Cinema (Al Wahda Mall), Roxy Cinemas (City Walk), Cine Royal Cinema (Dalma Mall) and VOX Cinemas (City Centre Mirdif, Mall of the Emirates and Yas Mall)

### 2<sup>nd</sup> Burst

**Campaign Duration:** 14/06/2018 – 27/06/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** Cinemacity (Arabian Centre), Oscar Cinema (Al Wahda Mall), Roxy Cinemas (City Walk), Cine Royal Cinema (Dalma Mall) and VOX Cinemas (City Centre Mirdif, Mall of the Emirates and Yas Mall)

# PROPERTIES



## Mohammed Bin Rashid Al Maktoum City

**Campaign Duration:** 05/04/2018 – 02/05/2018

**Commercial Duration:** 60 Sec.

**Cinema Locations:** VOX Cinemas (Mercato and Mall of the Emirates)



## Aldar Al Mamsha

**Campaign Duration:** 13/12/2018 – 09/01/2019

**Commercial Duration:** 60 Sec.

**Cinema Locations:** VOX Cinemas (City Centre Mirdif)



## Imkan Properties

**Campaign Duration:** 11/10/2018 - 07/11/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** Roxy Cinemas (City Walk), VOX Cinemas (Mall of the Emirates, Marina Mall, Nation Towers and Yas Mall) and Reel Cinemas (The Dubai Mall)



## Serenia Residences

**Campaign Duration:** 25/10/2018 - 19/12/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (Mall of the Emirates), Reel Cinemas (The Dubai Mall and Dubai Marina Mall) and Roxy Cinemas (The Beach JBR)

# AUTOMOTIVE



## Lexus LS Turbo

### 1<sup>st</sup> Burst

**Campaign Duration:** 14/06/2018 -11/07/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (City Centre Qurum)

### 2<sup>nd</sup> Burst

**Campaign Duration:** 19/07/2018 – 15/08/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (City Centre Qurum)

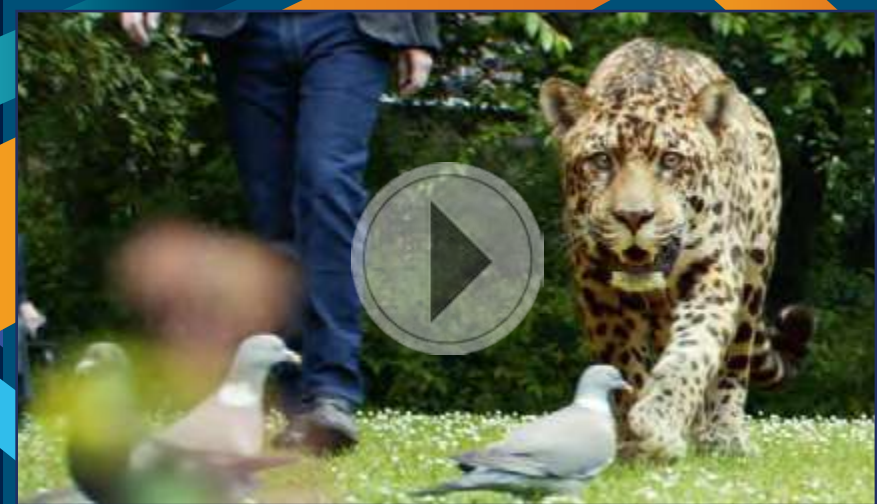


## BMW 8 Series

**Campaign Duration:** 29/11/2018 – 26/12/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (Mall of the Emirates, Nation Towers and Yas Mall), Roxy Cinemas (City Walk) and Reel Cinemas (The Dubai Mall and Jebel Ali Recreation Club)



## Jaguar

**Campaign Duration:** 18/10/2018 – 14/11/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (The Avenues Mall)

\*This campaign included screenings of 1 additional advertisement



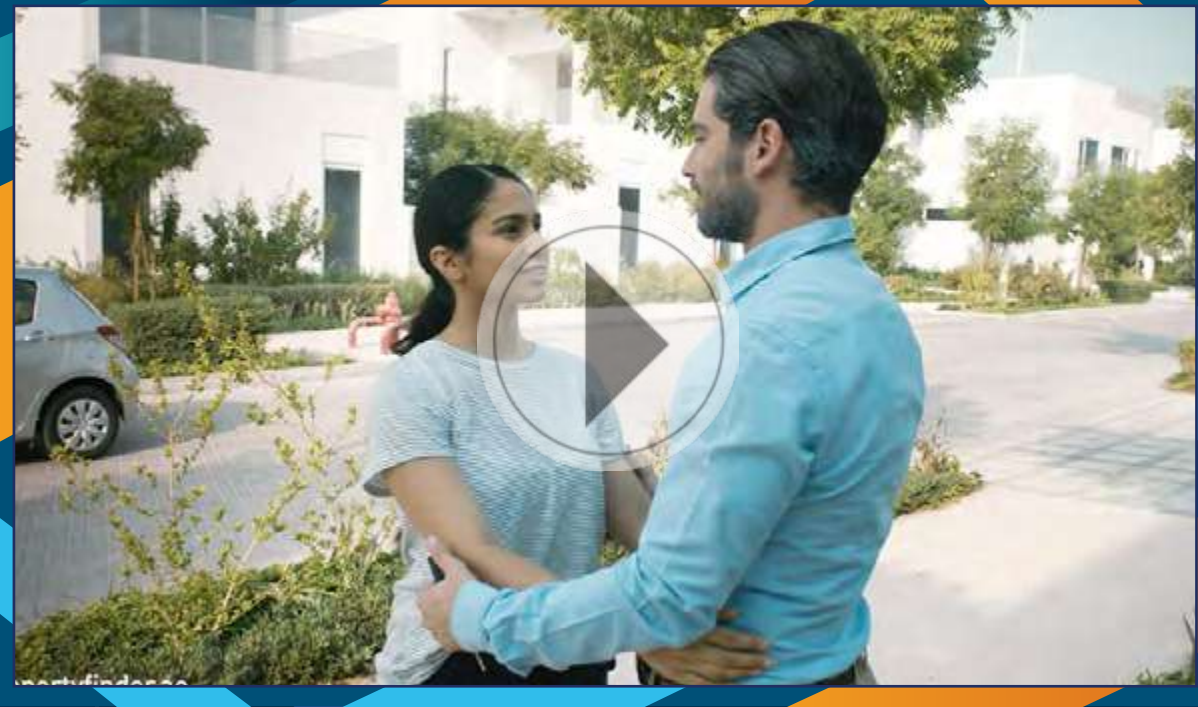
## Hyundai Accent

**Campaign Duration:** 13/12/2018 – 26/12/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (City Centre Muscat, City Centre Qurum, Shatti, Ruwi, MGM, Azaiba, Panorama, Sohar Plaza, Sur, Salalah and Buraimi)

# PLATFORMS/APPS



## Property Finder

**Campaign Duration:** Follow a Movie (Venom)

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (City Centre Mirdif, Mall of the Emirates and City Centre Deira), Reel Cinemas (The Dubai Mall) and Cinemacity (06 Mall)



## Souq

**Campaign Duration:** 09/05/2018 – 14/08/2018

**Commercial Duration:** 15 Sec.

**Cinema Locations:** VOX Cinemas (Mall of Egypt and City Centre Alexandria)

\*This campaign included screenings of 1 additional advertisement



## Dubizzle

**Campaign Duration:** 12/04/2018 – 09/05/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (City Centre Deira and Mall of the Emirates)

\*This campaign included screenings of 2 additional advertisements

# OFF-SCREEN ADVERTISING

## SAMPLING INSIDE CINEMAS



### Kibsons International

Kibsons International – The No.1 online home delivery service in fresh produce category in the UAE, booked a sampling activity – that was executed in two bursts, at leading Cinemas in the UAE.

#### 1<sup>st</sup> Burst

**VOX Cinemas:** Mall of the Emirates

**Campaign Duration:** 26/04/2018 – 28/04/2018

**Description:** A box filled with fruits and vegetables were placed on the seats of the 'Top 3 screens,' of the cinema screening *Avengers: Infinity War*.

#### 2<sup>nd</sup> Burst

**Reel Cinemas:** The Dubai Mall

**Campaign Duration:** 03/05/2018 – 05/05/2018

**Description:** Boxes filled with fruits and vegetables were distributed to moviegoers entering the Top 3 Screens of the cinema, to watch *Avengers: Infinity War*.

Additionally, a 30 sec. on-screen commercial following the Movie *Avengers: Infinity War* was screened at VOX Cinemas (Mall of the Emirates) and Reel Cinemas (The Dubai Mall).



### Carriage

As part of the novel campaign by Carriage (leading food delivery service in the Middle East), a sampling activity was booked - following the Hollywood blockbuster *Venom*, at VOX Cinemas (Mall of the Emirates) from 4th – 6th October 2018.

As part of this activation, 6,519 takeaway boxes – which included branded communication and a ketchup sachet, were placed on the seats inside the 'Top 3 Screens' of VOX Cinemas – Mall of the Emirates (prior to the start of each movie session). The ketchup sachet had a special code 'VOX' on it, entitling cinemagoers to receive AED20 off their first two orders when booking through the Carriage app.

## POPCORN BRANDING



### Sony PS4

With the launch of their latest video game at the time (Marvel Spider-Man), Sony PS4 branded 10,000 large popcorn tubs with an image of Spiderman along with the Sony PS4 logo, which were distributed to moviegoers at VOX Cinemas (Mall of the Emirates) from Thursday 20th September 2018.

Additionally, a 30 sec. on-screen cinema ad was booked and was screened at VOX Cinemas (Mall of the Emirates) in the UAE from 7th September 2018, and VOX Cinemas (Riyadh Park Mall) in Saudi Arabia from 14th September 2018, for a period of 4 weeks.

## SAMPLING STAND



### Narciso Rodriguez

A sampling stand was booked by Narciso Rodriguez – designer perfume brand, at Reel Cinemas (The Dubai Mall) over weekends 20th – 22nd September and 27th – 29th September 2018, and at VOX Cinemas (Mall of the Emirates) over weekends 4th – 6th October and 11th – 13th October 2018.

The stand was set up in the concourse area, in close proximity to the premium screens at Reel Cinemas and to the lounge area of Theatre by Rhodes at VOX Cinemas, with an intent to target niche (luxury) audiences.

To effectively increase reach and brand recall, a 30 sec. on-screen ad was also booked to screen on the premium screens at Reel Cinemas (The Dubai Mall), VOX Cinemas (City Centre Mirdif, Mall of the Emirates, Marina Mall and Yas Mall), Roxy Cinemas (The Beach) and Oscar Cinema (Al Wahda Mall) for a period of 4 weeks – 20th September to 17th October 2018.

# ACTIVATION STANDS



## BisB

As part of their latest sales offer, Bahrain Islamic Bank (BisB) - the first Islamic Banking institution in the Kingdom of Bahrain, booked the first-ever activation stand at VOX Cinemas (The Avenues Mall) in Bahrain for a period of 3 days – 15th to 17th February 2018. The activation stand was set up on the 1st floor of the cinema's premises (in front of the escalators leading to the cinema screens).



## NESCAFÉ 3 in 1 Ice

NESCAFÉ – coffee brand made by Nestlé, launched a new product NESCAFÉ 3 in 1 Ice at Reel Cinemas (The Dubai Mall) over the first weekend in August - Thursday 2nd to Saturday 4th 2018. A fun and creative summer themed activation/sampling stand was set up in the foyer area of the cinema (in front of the self-service machines for ticket purchasing and digital screen displaying movie timings), with promoters sampling the new product of NESCAFÉ to eager moviegoers.



## Dyson

Dyson, British technology company booked an engaging activation booth - to promote its Environmental Care product Dyson Pure Cool Link, in the foyer area of Reel Cinemas (The Dubai Mall) and concourse area of VOX Cinemas (Mall of the Emirates), over the weekend of 20th – 22nd September 2018. In addition to the activation at VOX Cinemas - Mall of the Emirates, the brand hired promoters to distributed product flyers to cinemagoers.

Moreover, a 30 sec. on screen ad was booked for a period of 4 weeks starting 20th September 2018 on the Top Screens at Reel Cinemas (The Dubai Mall) and Top Screen + Kids Screens at VOX Cinemas (Mall of the Emirates).

## CAR DISPLAY



### Citroen

Ezz Elarab Automotive Group – one of the fastest growing and successful automotive sales and services companies in Egypt, booked the first ever Car Display in VOX Cinemas (Mall of Egypt) to promote one of their brands - the Citroën, for a period of 2 weeks starting 18th January – 1st February 2018.

Along with the car displayed at the foyer area in VOX Cinemas (Mall of Egypt), an on-screen ad was booked from 27th December 2017 - 30th January 2018.

## DIGITAL BRANDING



### Ooredoo

Ooredoo – international telecommunications company that provides mobile, wireless, wireline, and content services in the Middle East, Europe and Asia, booked a 3 x 4m LED Board at VOX Cinemas (City Centre Muscat) in Oman for a period of 2 years.

Additionally, an on-screen ad was booked across all VOX locations in Oman.



# CINEVATION



## McDonald's

McDonald's – the second-largest fast food restaurant chain by number of locations in the world, booked an integrated cinema campaign which included a Cinevation, on screen and off screen advertisement at VOX Cinemas (The Avenues Bahrain).

### Cinevation

The first ever Cinevation at VOX Cinemas (The Avenues Bahrain) was executed from 30th – 31st March 2018, at all *Peter Rabbit* movie sessions. The Cineventions had a presenter interacting with the kids inside the cinemas – giving them a chance to win kids meals and Peter Rabbit toys.

### On-screen Advertising

A 30sec. on-screen cinema ad was booked for 2 weeks - following the kids' movie *Peter Rabbit*.

### Off-screen Advertising

A 2x2m activation stand was on display at the cinema over the weekend of 29th – 31th March 2018, to promote McDonald's Happy Meals. Additionally, McDonald's promoters offered kids with free face painting and colouring of Peter Rabbit artwork.

